

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

**LISTING OF CLAIMS:**

Claims 1-20 (cancelled)

Claim 21 (withdrawn): A method for transmitting advertising, comprising:

- (a) receiving tracking information based on a tracking identifier when an electronic storage medium is accessed by a computer;
- (b) determining, as a function of the received tracking information, as a function of a retailer that sold the electronic storage medium, and as a function of a user's internet browser experience, an appropriate advertisement to transmit to the user; and
- (c) transmitting the appropriate advertisement to the user.

Claims 22-46 (cancelled)

Claim 47 (currently amended): A method for providing selective access to data on an ~~electronic~~ optical storage medium comprising:

- providing said data for storage on said ~~electronic~~ optical storage medium;
- requesting that an identifier be incorporated on a burst cut area (BCA) on said ~~electronic~~ optical storage medium in conjunction with said data; and
- providing pertinent user information;
- wherein said identifier identifies a specific instance of said ~~electronic~~ optical storage medium;
- wherein said identifier is read when said ~~electronic~~ optical storage medium is inserted into a device and said identifier as well as said pertinent user information are verified at a separate database;
- wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 48 (cancelled)

Claim 49 (cancelled)

Claim 50 (previously presented): The method as recited in claim 47, wherein said steps of providing said data and requesting that an identifier be incorporated are directed toward an optical disc replicator.

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Claim 51 (currently amended): The method as recited in claim 47, wherein said steps of providing said data and requesting that an identifier be incorporated on said ~~electronic~~ optical storage medium are performed by a content provider.

Claim 52 (previously presented): The method of claim 47 wherein said data comprises multimedia data.

Claim 53 (currently amended): A system for providing selective access to data on an ~~electronic~~ optical storage medium comprising:

a receiver for incorporating an identifier on a burst cut area (BCA) on said ~~electronic~~ optical storage medium; and

a source for providing data to said receiver, wherein said data and said identifier are stored on said ~~electronic~~ optical storage medium;

wherein said identifier identifies a specific instance of said ~~electronic~~ optical storage medium and is read when said ~~electronic~~ optical storage medium is inserted into a device;

wherein said identifier and pertinent user information are verified in a separate database and wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

Claim 54 (canceled):

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 55 (canceled)

Claim 56 (previously presented): The system as recited in claim 53, wherein said receiver is an optical disc replicator.

Claim 57 (previously presented): The system as recited in claim 53, wherein said source is a content provider.

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Claim 58 (previously presented): The system of claim 53 wherein said data comprises multimedia data.

Claim 59 (currently amended): A method for providing selective access to data on an electronic optical storage medium comprising:

receiving data from a source for storage in said electronic optical storage medium;

incorporating an identifier on a burst cut area (BCA) on said electronic optical storage medium along with said data; and

providing pertinent user information;

wherein said identifier identifies a specific instance of said electronic optical storage medium and is read upon insertion into a device;

wherein said identifier and said pertinent user information are verified at a separate database and access to said data is precluded upon unsuccessful verification of said identifier and pertinent user information.

Claim 60 (cancelled)

Claim 61 (cancelled)

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 62 (previously presented): The method as recited in claim 59, wherein said source is a content provider.

Claim 63 (previously presented): The method as recited in claim 59, wherein said steps of receiving data and incorporating an identifier are performed by an optical disc replicator.

Claim 64 (previously presented): The method of claim 59 wherein said data comprises multimedia data.

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Claim 65 (currently amended): A system for providing selective access to data on an electronic optical storage medium comprising:

a source for providing data;

a receiver for receiving said data from said source for storage in an electronic optical storage medium, said receiver producing said electronic optical storage medium having an identifier incorporated on a burst cut area (BCA) ~~therein~~ in conjunction with said data; and

pertinent user information;

wherein said identifier is capable of being read upon insertion into a device and verified at a separate database;

wherein access to said data is precluded upon unsuccessful verification of said identifier and said pertinent user information.

Claim 66 (cancelled):

Claim 67 (cancelled):

Claim 68 (previously presented): The system as recited in claim 65, wherein said source is a content provider.

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 69 (previously presented): The system as recited in claim 65, wherein said receiver is an optical disc replicator.

Claim 70 (previously presented): The system of claim 65 wherein said data comprises multimedia data.

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Claim 71 (currently amended): A method for providing selective access to data on an ~~electronic~~ optical medium comprising:

receiving at a server computer an identifier information read from said ~~electronic~~ optical storage medium on a burst cut area (BCA), wherein said identifier information identifies a specific instance of said ~~electronic~~ optical storage medium;

receiving at a server computer pertinent user information;

verifying said identifier information and pertinent user information using a database; and

transmitting an authorization key upon successful verification of said identifier information.

Claim 72 (cancelled):

Claim 73 (cancelled):

Claim 74 (previously presented): The method as recited in claim 71, wherein the identifier information is updated and stored in a BCA database.

Claim 75 (previously presented): The method as recited in claim 74 further comprising broadcasting one of the identifier information and the updated identifier information.

Docket No.: IA 1506.01A US  
USSN: 09/295,856

PATENT  
Art Unit: 2125

Claim 76 (previously presented): The method as recited in claim 71 further comprising utilizing the identifier information to direct one of an e-commerce transaction and a "buy me" button to a retailer.

Claim 77 (previously presented): The method as recited in claim 71 further comprising providing a logic to control access to a web site, the logic being based on the identifier information stored on the BCA.

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Claim 78 (previously presented): The method as recited in claim 71 wherein the logic redirects a consumer to a storefront of a retailer.

Claim 79 (withdrawn): A method comprising:  
tracking information of a consumer using a burst cut area identifier stored on a storage medium;  
providing the tracked information to an advertiser; and  
selecting discount based on the tracked information to send out to the consumer.

Claim 80 (withdrawn): The method as recited in claim 79 wherein the tracked information is information on a track disc abnormality or defect of the storage medium.

Claim 81 (withdrawn): The method as recited in claim 79 wherein the storage medium is an optical disc.